



CITY OF LODI

COUNCIL COMMUNICATION

AGENDA TITLE: Adopt Resolution Supporting Amendment of League of California Cities' Bylaws and to Increase Dues to Implement a "Grassroots Network"

MEETING DATE: June 20, 2001

PREPARED BY: Janet L. Hamilton, Management Analyst

RECOMMENDATION: That the City Council adopt a resolution to support an amendment to the bylaws of the League of California Cities to implement a statewide program titled "Grassroots Network" (Appendix A). The City of Lodi's share for this effort will mean an increase in League dues paid by the City of \$4643.

BACKGROUND: The Network would consist of ten field offices staffed by fourteen new and three existing staff. They will work with city officials to promote League legislative priorities.

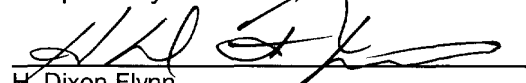
The past two decades have seen a significant level of growth in State government. While the state budget has grown phenomenally, increasingly it has come at the expense of local revenues and local authority. Cities are consistently outspent and out-lobbied by groups that are able to commit substantially more resources to influencing legislative decisions, and can bolster these lobbying efforts with campaign contributions.

Since cities and the League may not make campaign contributions to state officials, a logical strategy would be to develop a network of local elected and appointed officials with their own extensive community contacts, including personal and professional acquaintances among legislators and with the Governor. A special Task Force appointed by the League of California Cities was formed to address the problem and has recommended the implementation of the "Grassroots Network", as described in Appendix B.


As related to City Manager Flynn by former City Manager and Range Rider for the League Tom Peterson, to date (June 11, 2001), 45 of the 47 cities that have voted to amend the bylaws have cast votes in support.

FUNDING: Operating Budget

Respectfully submitted,


H. Dixon Flynn
City Manager

APPROVED:


H. Dixon Flynn -- City Manager

Attachment A: Proposed Addition to League Bylaws

Article XVI: Establishment and Financing of Grassroots Network

Section 1: Enhancement of Advocacy Efforts.

To enhance the League's advocacy efforts on behalf of cities, the League hereby establishes a Grassroots Network. The Grassroots Network consists of a series of field offices throughout California, responsible for coordinating city advocacy efforts and promoting statewide League policy priorities.

Section 2: Dues Increase

(a) Initial Financing. The dues increase approved concurrently with the addition of Article XVI shall finance the League's Grassroots Network for the second half of 2001 and for 2002. The increase shall be used exclusively to finance the Grassroots Network.

(b) Continued Financing. Any subsequent dues increases shall occur in accordance with Article IV.¹

Section 3: Accountability

(a) Annual Goal-Setting and Performance Assessment. The League Board shall set long-term goals and annual objectives for the League's Grassroots Network. The League Board shall periodically report to the League's Member Cities on the Grassroots Network's performance in meeting those goals and objectives.

(b) Board Discontinuance. If at any time the League Board finds the Grassroots Network is not meeting its objectives on behalf of cities, the League Board may discontinue the Grassroots Network.

(c) Membership Vote on Program Continuation. On or before December 31, 2007, the Board shall ask Member Cities to vote on whether to continue the Grassroots Network beyond December 31, 2008.²

¹ *Explanatory Note:* "Article IV" is the existing section of the League's bylaws, which provide for 1) a two-thirds vote of approval by the League board for all dues increases as well as 2) division ratification of dues increases in excess of the Consumer Price Index. Article IV also caps individual city dues increases at \$5,000 per year.

² The League's bylaws provide that a majority of votes cast is necessary for decision on League votes. See Article XII, § 4.



B

Grassroots Network

Overview

Purpose

City officials have experienced deep frustration in recent years as the state government has amassed more resources and power at the expense of local government services. The League has a solid reputation as an advocate of city interests, but in the new era of term limits, traditional lobbying methods are often a poor match for grassroots campaigns and financial contributions by other competing interests. Many organizations have already responded to the new political reality in Sacramento by investing in a stronger grassroots organization, including the powerful education lobby, which recently launched a new, high profile and well-funded grassroots organization called EdVoice. The League now has to respond in kind to this new climate by building a solid grassroots network to coordinate city officials' efforts locally to influence legislators, their staff, potentially helpful community groups, and the news media.

Major Elements

The Network would consist of 10 field offices that would be staffed by 14 new and 3 existing staff (15 coordinators/2 support). The coordinators would work with city officials and the regional divisions of the League to promote key League legislative priorities with legislators, district staff, local media and other supporting community groups. They would arrange meetings, plan news conferences, organize letter writing and media campaigns, and coordinate grassroots efforts with community groups with similar agendas. In short, they would increase the impact of the League's 16 regional divisions and the already busy city officials in each division on the state legislature's and governor's decisions affecting cities.

Cost

The Network would cost cities an additional \$1.6 million each year in dues. This is the equivalent of four one hundredths of one percent (0.04%) of the \$3.8 billion cities collect each year in sales and use taxes, and about one tenth of one percent of the \$1.57 billion cities receive each year in VLF revenues. Most observers believe both revenue sources could become victims of legislative raids in the next recession. Individual city costs for the Network will vary depending on city population. For example, a city of 50,001 to 60,000 population would pay an additional \$4,643. Such a dues increase will require amendment of the League bylaws approved by no less than 2/3 of the voting League membership.

Membership Review

The idea of the Grassroots Network originated with the City Managers Department and was more fully developed by a special Task Force appointed by the League board of directors. Information on the program was developed and disseminated to the full League leadership (board, divisions, departments, policy committees and caucuses), as well as to every city manager. Dozens of presentations on the proposal were made to each League division, many departments, and to most of the area city manager groups throughout the state.

Accountability to the Membership

Based upon membership input, the Task Force recommended, and the board adopted, significant changes to the original proposal. These include: establishing long-term goals, annual program objectives, and regular reports to the membership; an unbiased, professional evaluation three times during the first five years; and a vote of the membership after five years to continue the program. Under the League's current bylaws, the board may also vote to discontinue the Grassroots Network at any time.

Next Steps

Cities are now asked to vote to approve the addition of article XVI to the League's bylaws relating to the establishment of the Grassroots Network, along with a new increased dues schedule to pay for the program. A ballot will be sent to each city. Ballots returned to the League must be postmarked no later than July 6, 2001.

Revised 05/07/01



Grassroots Network

Frequently Asked Questions

What is the Grassroots Coordinator Network?

The Grassroots Coordinator Network would consist of 10 field offices staffed by 14 new and 3 existing staff who would serve as grassroots coordinators. Their job would be to work with city officials and the regional divisions of the League to aggressively promote key League legislative priorities with legislators, district staff, local media and other supporting community groups.

Why do we need a Grassroots Network?

The Network proposal was developed by a task force (see page 4 for a list of task force members) authorized by the League Board of Directors as part of its strategic planning process. It responds to the deep frustration of many local officials about the cities' loss of political clout, compared with other, better-positioned interest groups that contribute millions of dollars to campaigns.

The concept of establishing local field offices is used very successfully by political campaigns, as well as by teachers, labor and other statewide membership organizations. These groups find that a network of field offices is a well-tested means to communicate with a dispersed membership, and to mobilize local support for the organization's causes. A recent survey by researchers at Wake Forest University found that key congressional staff, as well as government and public affairs executives, ranked grassroots activities as more effective in influencing the outcome of legislation than corporate or contract lobbying, campaign contributions or advocacy advertising. California's powerful education lobby must agree: they recently launched a new, high profile and well-funded grassroots organization called EdVoice. These are the interests against which the League must compete in Sacramento.

How will cities benefit from this proposal?

The goal of the Grassroots Network is to focus on major issues of concern to all cities, such as fiscal reform, increased funding for transportation and local control. Cities will benefit from the increased visibility of city issues in local and statewide media, and by holding legislators accountable back home for the votes they cast in Sacramento.

The potential payback for this investment is enormous. For example, on a statewide basis the proposed \$1.6 million dues increase needed to pay for the network is equivalent to only **four one hundredths of one percent (0.04%)** of the annual \$3.8 million cities receive in sales and use taxes. It is **one tenth of one percent of the \$1.57 billion** cities receive each year in VLF revenues. Portions of both VLF and sales and use tax revenues are at risk from legislative raids if the state suffers another recession.

The costs are also relatively small when compared to the expenditures made by organizations that compete with cities and the League for the allocation of dollars in Sacramento. For example, the 1999-2000 legislative session just two of the statewide public employee unions¹ that sponsored or lobbied for SB 402 (the binding arbitration bill) reported spending about \$3.1 million in campaign contributions to legislators, candidates for statewide office or

current statewide office holders, in addition to their expenditures for in-house or contract lobbying. During the same period, the California Teachers Association, which competes very effectively for funding in Sacramento, reported spending approximately \$2.7 million on lobbying expenses on education issues. In the same period, the CTA also spent approximately \$6.3 million on campaign contributions to legislators, candidates for statewide office and current statewide office holders, and \$35.2 million on initiative campaigns to further advance their policy agenda.

What would the grassroots coordinators do?

The coordinator's role is to increase the impact of the League's 16 regional divisions, by helping busy city officials focus strategic attention on state legislators' and the governor's decisions affecting cities. The coordinators will work to build relationships with local elected and appointed officials, local media, and other individuals and organizations in the region who might be called upon to be part of a local coalition on a particular League initiative or pending legislation.

The coordinators' would:

- Arrange meetings for city officials with legislators, plan news conferences, organize letter writing and media campaigns, and coordinate grassroots efforts with community groups with similar agendas.
- Support mayors, council members and city managers in drafting sample letters from cities; and train city staff on understanding and accessing the legislative process.
- Provide regular presentations on legislative developments and insight into the political dynamics influencing legislative developments.
- Meet regularly with legislative staff, media representatives and community groups about the League's legislative priorities.

What kind of person will be hired to staff the Network?

Everyone associated with this project has concluded that the best way to make this Network effective is to hire seasoned, professional, political organizers, not policy analysts or technical people right out of college. The budget provides an attractive salary and benefit package to do this. In addition to reassigning some League staff, we expect to recruit savvy political people who have worked on legislative or local elections, staffed legislative offices, or worked in public affairs or campaign consulting firms.

Where will the field offices be located?

The 10 field offices would be located around the state to ensure that coordinators are available to serve each of the League's 16 geographic divisions, while still balancing the need to maintain close contact with legislative districts and to be accessible to all cities. A map of the distribution by region is available in the information packet developed by the League. The League will send out Requests for Proposals (RFPs) to solicit interest by cities in hosting a coordinator. The goal will be to achieve the highest impact on League lobbying and greatest visibility among members, while still keeping expenses as low as possible.

How does the Network relate to the ABC effort?

Action for Better Cities was created to make expenditures and engage in "political" activities such as statewide initiative campaigns. Recently, through in-kind contributions of staff time and strategic counsel, ABC was able to play a major role in helping to defeat Proposition 37, the initiative that would have severely limited cities' abilities to impose fees to support local regulatory activities and provide services. While both the proposed Network and ABC share a similar objective, namely to gain more political clout for cities, the Network coordinators will focus on organizing local activities in support of League legislative positions. ABC will lead any initiative effort in support of fiscal stability and similar objectives.

Our city already pays a lobbyist. Why do we need this network too?

The Network doesn't replace the ongoing need to have a strong lobbying presence in Sacramento. (In fact, part of the task force recommendation which has been approved by the League Board of Directors is to set aside at least \$50,000/year in the budget to hire contract lobbyists in Sacramento to assist League staff at strategic times on some key issues.) Cities that currently have their own contract or in-house lobbyist will probably continue to find that having their own representation makes sense, for two reasons.

First, the League's lobbying program represents the interests of all 476 cities. It lobbies the legislature on matters of statewide importance to cities, and cannot provide the representation needed to address the individual needs of cities or even a single region. Second, the grassroots coordinators will be networking and organizing people, not lobbyists. This work will support and enhance the efforts of all city lobbyists, regardless of whether they are contractors or in-house staff. Several prominent contract lobbyists who represent individual cities have commented that they see the network proposal as complementary to their ability to represent their clients.

What criteria will be used to measure the Network's effectiveness?

The League board specified that, if the Network were approved by the membership, the board would set both long-term goals and annualized objectives for the program and report them to the membership. The board also required that the League engage the services of a consultant to conduct a professional membership survey that establishes a base line of information about city officials' perceptions of the effectiveness of the League's legislative advocacy efforts and the relative level of involvement of city officials in support of that advocacy work. The board's intention is to repeat that survey at the end of year three and following year five, comparing changing attitudes and levels of efforts.

How will the League be held accountable for the Network's success or failure?

In addition to the survey to assess members' perceptions and actual involvement in grassroots activities, the board also directed the staff to (1) establish a separate Grassroots Network account in the League budget, so that members can track Network expenses; (2) publish an annual legislative voting records report, including a ranking of legislators and the Governor on key city issues; (3) report board goals and annual legislative and policy objectives to the membership; (4) provide regular reports at the Executive Forum, Annual Conference and League department and division meetings; and (5) provide periodic reports to the membership.

Will this new program have a sunset date?

On or before the end of the sixth year of the program (December 31, 2007), the board will ask the membership to vote on the question of continuing the program. If the membership votes against the program continuation, the Network would be shut down, and cease operations by no later than the end of the seventh year (December 31, 2008).

What will it cost?

The estimated annualized cost is \$1.6 million, spread among all member cities. This estimate is based upon the following assumptions:

- Several current League staff members will be reassigned. Approximately 14 new staff will be hired.
- Much of the cost for the individual offices will be subsidized by the cities where the office is located, for example, by making office space and support staff available within a city facility.

How will costs be distributed?

Costs would be distributed among all cities based upon the League's dues structure, which is based on population. Some small cities pay only a few hundred dollars, while the largest cities pay tens of thousands of dollars. The median dues statewide are currently about \$4,930. The Network would increase median dues by approximately \$2,588.²

When would a dues increase start?

If the membership votes to approve the bylaw amendment the proposed dues increase would be effective on July 1, 2001.

Grassroots Lobbying Task Force

Harriet Miller, *Mayor, Santa Barbara* - **Chair**
John Thompson, *City Manager, Vacaville, and President of the City Managers' Department* – **Vice Chair**
Eileen Ansari, *Council Member, Diamond Bar*
Harry Armstrong, *Council Member, Clovis*
Lee Ann Garcia, *Council Member, Grand Terrace*
Tom Haas, *City Attorney, Walnut Creek*
Jim Marshall, *City Manager, Merced*
Patsy Marshall, *Council Member, Buena Park*
Dave Mora, *City Manager, Salinas*
Kevin O'Rourke, *City Manager, Fairfield*
Susan Peppler, *Council Member, Redlands*
Greg Pettis, *Council Member, Cathedral City*
Mike Siminski, *Council Member, Lompoc*
Armour Smith, *Vice Mayor, Modesto*
Anne Solem, *Council Member, Mill Valley*
Richard Tefank, *Former Chief of Police, Buena Park*
Ruth Vreeland, *Council Member, Monterey*

Endnote

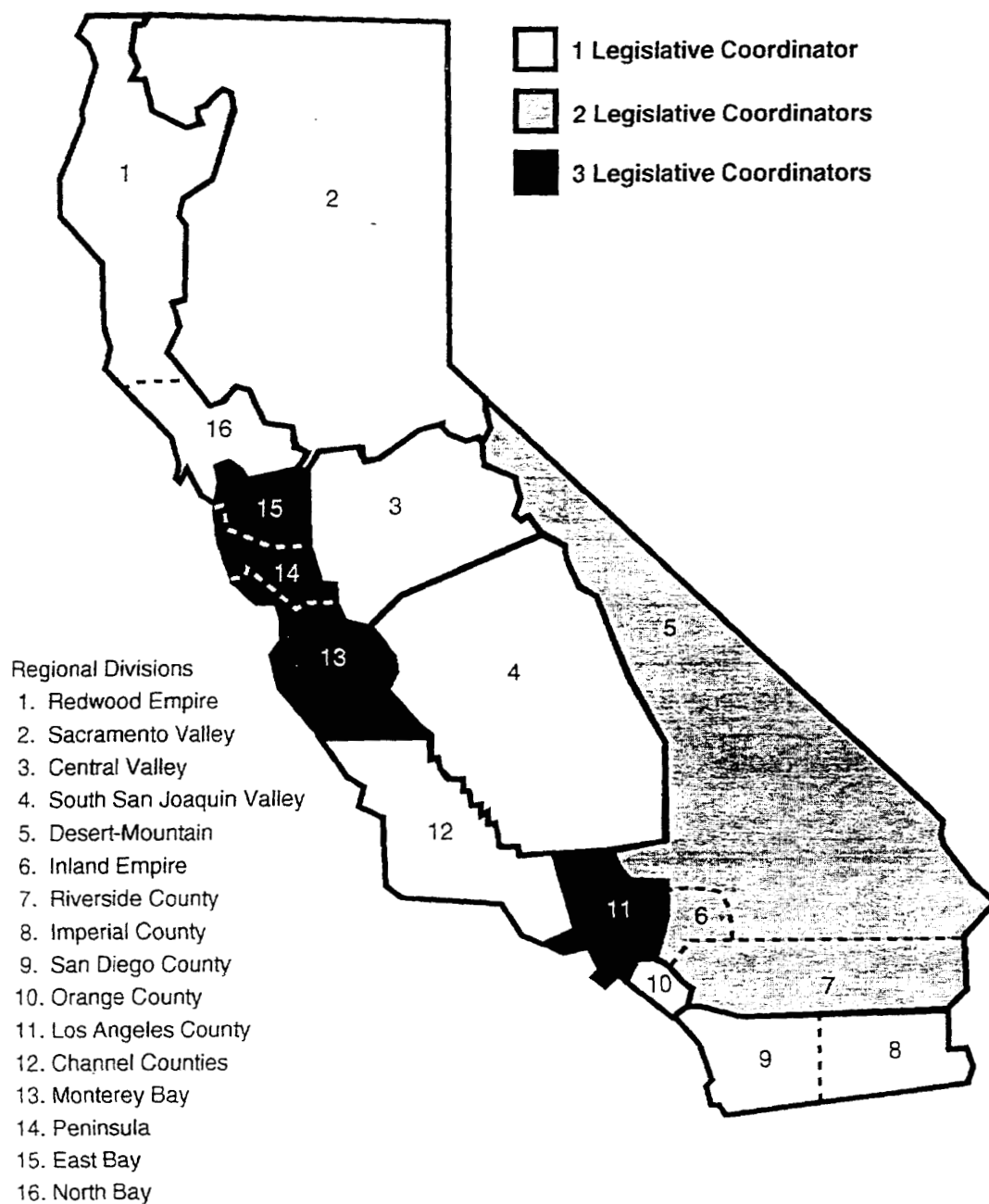
¹ The California Professional Firefighters Association and the Police Officers Research Association of California.

² For purposes of establishing the grassroots network, the \$5,000 dues cap in League bylaws article IV, section 2, is would be suspended for the years 2001 and 2002. The dues cap will apply to base dues without interruption and will apply to total dues in year 2003 and years following.



Grassroots Network

Proposed Distribution of Staff Among League Divisions





Grassroots Network

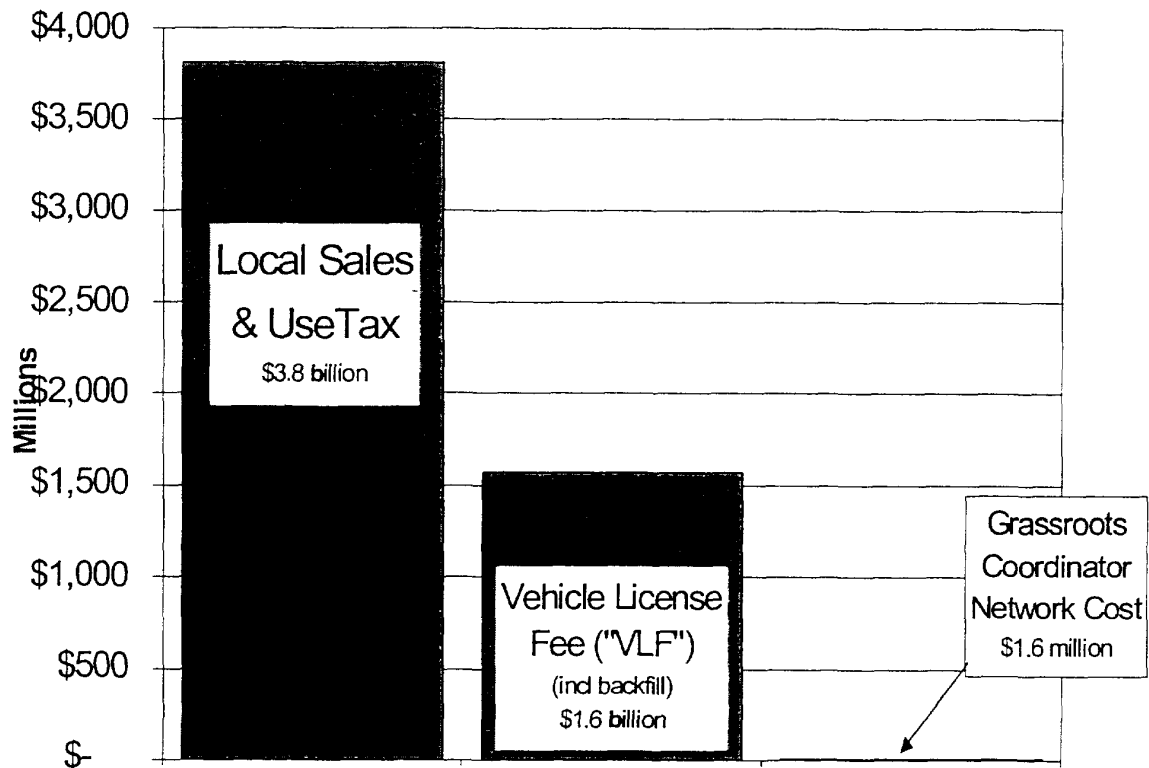
Action Plan

The following dates constitute the time frame and action steps to implement, operate, evaluate and manage the grassroots network if approved by the League membership.

<u>DATES</u>	<u>ACTION</u>
March, 2001 - On-going	Develop data base for political action.
July, 2001	Implement recruitment program for grassroots coordinators - advertise positions. Send out Requests for Proposals (RFPs) to cities to solicit interest in providing office space/equipment. Initiate professional survey of membership perceptions of involvement with League legislative advocacy.
August 2001	Deadline for coordinator candidates' resumes. Deadline for RFPs on office space.
September, 2001	Interviews for grassroots coordinator candidates.
October, 2001	Make job offers to grassroots coordinators. Site Selection Committee chooses office locations. Complete membership survey
November, 2001	Grassroots Coordinators report to work. Training Workshops for grassroots coordinators to cover: 1) League organization, history, goals and key issues; and, 2) Operating a grassroots program. Board of Directors sets long-term goals/short-term objectives and distributes to League membership.
December, 2001 - On-going	Program begins with introductions to membership and involvement in city official meetings.
December, 2003	Complete mid-program survey of membership perceptions of involvement with League legislative advocacy.
December, 2006	Program completes five years of operation. Third survey of membership is initiated to evaluate success.
December, 2007	League membership votes to continue program.
December, 2008	Grassroots program terminates, if membership turns down program. Program continues if membership votes to retain it.

What's At Stake: City Sales Tax and VLF

Revenues Far Exceed Grassroots Network Cost



All measures include the City & County of San Francisco

Source: Computations by Coleman Advisory Services using State Dept of Finance population estimates, ERAF data supplied by County Auditors pursuant to Chapter 84 Statutes of 1999, VLF estimates based on Governor's Budget

Attachment "C"

RESOLUTION NO. 2001-165

A RESOLUTION OF THE LODI CITY COUNCIL
SUPPORTING AMENDMENT TO THE LEAGUE OF CALIFORNIA
CITIES BYLAWS TO INCREASE DUES TO IMPLEMENT
THE LEAGUE GRASSROOTS NETWORK

=====

WHEREAS, a task force of the League of California Cities is recommending support of an initiative titled: "Grassroots Network"; and

WHEREAS, the task force recommended 14 additional employees to staff 10 field offices to support the advancement of legislation that benefits all cities; and

WHEREAS, in 1991-1992 the State began taking local property taxes to fund schools, costing cities over \$1.6 billion; and

WHEREAS, statewide property tax revenues have dropped from 15% to 7% of all cities' revenues; and

WHEREAS, the State legislature continues to pass bills that impose un-funded mandates and preempts local authority, limiting the ability of cities to respond to the challenges and opportunities in their communities; and

WHEREAS, the legislative position of cities is increasingly underrepresented in relation to the lobbying and fundraising efforts of opposing groups.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Lodi does hereby support an amendment to the League of California Cities Bylaws and does hereby support an increase in dues to implement the League's "Grassroots Network."

Dated: June 20, 2001

=====

I hereby certify that Resolution No. 2001-165 was passed and adopted by the City Council of the City of Lodi in a regular meeting held June 20, 2001, by the following vote:

AYES: COUNCIL MEMBERS – Hitchcock, Land and Pennino

NOES: COUNCIL MEMBERS – Howard and Mayor Nakanishi

ABSENT: COUNCIL MEMBERS – None

ABSTAIN: COUNCIL MEMBERS – None


SUSAN J. BLACKSTON
City Clerk



The Grassroots Network Proposal



Before 1978

- Inconceivable that a city could not maintain its streets, equip its libraries, answer emergency calls, and have attractive parks.
- California renowned as one of the "strongest home rule states in the nation."
- Today that era seems like a dream.



What Happened?

- **Proposition 13** passed by voters in 1978 to give taxpayers protection from property taxes.
- **Trojan Horse**: froze tax rates and gave power to state government to allocate property taxes.



The Other Shoe Drops in 1991-1992

- Economic Recession: state takes local property tax to fund schools
- Total cost in 2001: over \$4 billion (\$1.6 billion to cities; \$300 m./year growth)
- \$15 billion state surplus – but no ERAF return

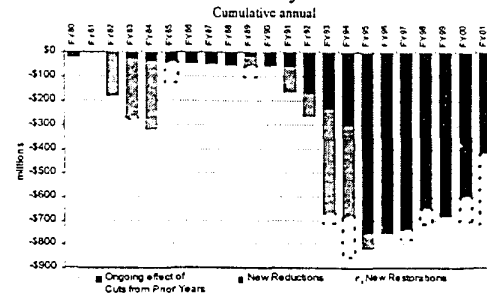


Effects

- Property tax only 7% of cities' revenue (15% in 1976)
- Reduced state and federal aid to cities
 - 1974-75: 21%
 - Today: 13%
- Result: Serious cuts in city services
 - 12% cut in library funding
 - 22% cuts in parks and recreation



State Cuts of City Revenues



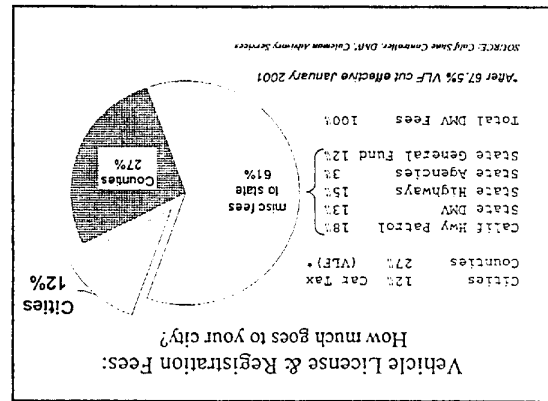
What Has the League Already Done to Increase Legislative Effectiveness? (2)

- Pressed for Budget Wins: \$1.3 billion Direct Local Relief, including funding for streets and roads (2000-01 State Budget)
- Successfully fought most mandate and preemption legislation.
- Strengthened partnership with CSAC

A Strategic Response: Grassroots Network

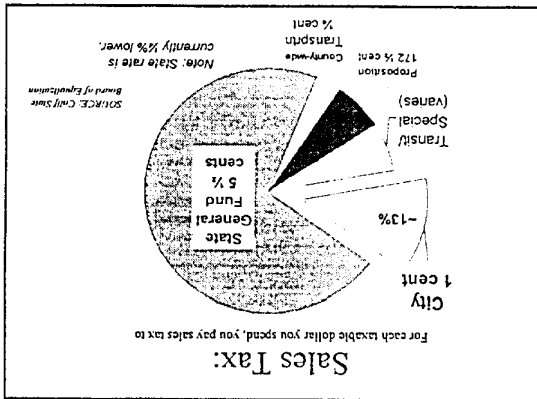
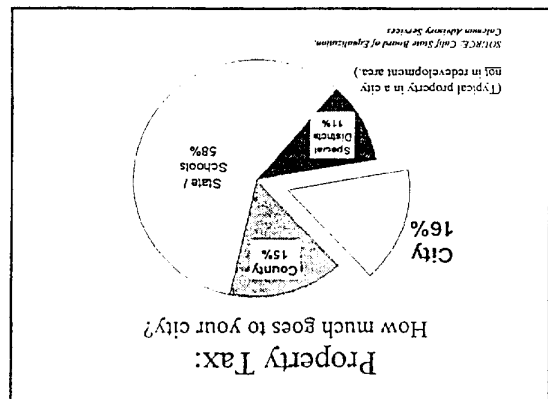
WHAT IS IT?

- Network of field coordinators to generate and organize grassroots activities to support cities' legislative needs
- 10 field offices
- 14 new and 3 existing League staff
- Distributed among League divisions



What Has the League Already Done to Increase Legislative Effectiveness? (1)

- Strategic Plan: clearer focus on issues that unite cities.
- Binding Arbitration Litigation: Taking the battle for local control to the courts



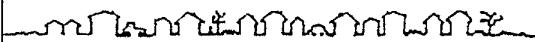


Why a Grassroots Network?

(1)

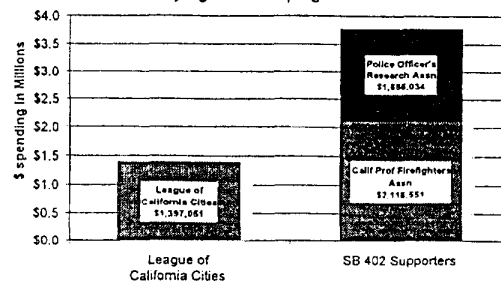
We need to do something different!

- Loss of local governments' political clout in era of legislative term limits
- Increasing emphasis on campaign contributions
- Deep frustration on the part of many local officials
- Growth of legislators with local government experience provides great opportunity.



We're Being Outspent ...

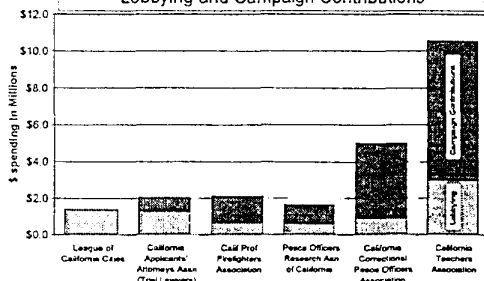
Lobbying and Campaign Contributions



Source: California Secretary of State reports 1999-00 Legislative Session. Reported lobbying expenses exclude Activity Expenses derived from employees or consultant salaries.

We're Being Outspent ...

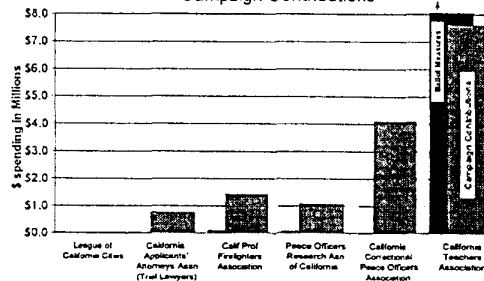
Lobbying and Campaign Contributions



Source: California Secretary of State reports 1999-00 Legislative Session. Reported lobbying expenses exclude Activity Expenses derived from employees or consultant salaries.

We're Being Outspent ...

Campaign Contributions



Source: California Secretary of State reports 1999-00 Legislative Session.



Why a Grassroots Network?

(2)

- Well-tested means to communicate with dispersed membership, used by:
 - Political campaigns
 - Teachers, labor & other statewide organizations
- Create organized and focused responses
- Keep key city issues in front of legislators, media, etc. so legislators can be accountable for their votes on key city issues.



What Research Tells Us

(1)

- In recent survey of *Business Week's* 1,000 companies, 82% indicated they used grassroots strategies to influence legislation.
- Key congressional staff rank grassroots activities as most effective means to influence legislation (57%).

Source: *Grassroots Strategy and Tactics: What Works, What Doesn't, and Why*, Michael D. Lord, Wake Forest University's Babcock Graduate School of Management.





What Research Tells Us (2)

- Government/public affairs executives rank grassroots as most effective (49%).
- Grassroots part of total advocacy strategy, including lobbying, advertising and contributions.

Source: Grassroots Strategy and Tactics: What Works, What Doesn't, and Why, Michael D. Lord, Wake Forest University's Babcock Graduate School of Management.



How Cities Will Benefit

- Increased focus on major issues of concern to all cities
 - Fiscal reform
 - Transportation funding
 - Preservation of local control
- Increased potential for impact



Coordinator's Job (1)

- Build relationships
 - Legislators and their district staff
 - City officials - elected and appointed
 - Media
 - Possible coalition partners - Other individuals and organizations
- Organize meetings, news conferences, letter-writing and media campaigns



Coordinator's Job (2)

- Support city officials in drafting sample letters
- Train city staff on legislative process
- Presentations on legislative developments
- Insight on political dynamics influencing legislation



How Does the Network Relate to Action for Better Cities (ABC)? (1)

Action for Better Cities:

- Makes political expenditures (not campaign contributions) to support "political" activities (statewide initiative campaigns)
- Helped defeat Proposition 37 (local fees and taxes)
- Will lead initiative effort for cities' fiscal stability



How Does the Network Relate to Action for Better Cities (ABC)? (2)

Grassroots Coordinating Network:

- Create and maintain a network of city officials, other coalition partners
- Bring sustained, focused attention to city issues
- Hold legislators accountable



Proposed Location of Field Offices



Proposed Location of Field Offices

- League will use RFP process and Special Advisory Committee to select locations
- Focus on achieving highest impact on League lobbying
- Keep program affordable



What About Cities Who Already Have Lobbyists?

- Grassroots coordinators do not replace lobbyists
- Hired to be political organizers, not lobbyists or policy advisors
- Focus only on issues of statewide importance to all cities
- No representation or support for agendas of individual cities or regions



Program Costs

- Estimated annual cost of \$1.6 million
- Spread among all member cities
- Based upon League's dues structure (population)
 - Current median dues: \$4,930
 - Median dues increase: \$2,588
 - New median total dues: \$7,818

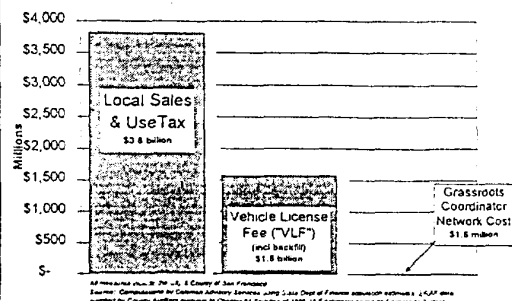


What's At Stake

Estimated cost of Grassroots Network: \$1.6 million

- Four one-hundredths of one percent (0.04%) of \$3.8 billion annual city sales and use taxes
- One tenth of one percent (0.01%) of \$1.57 billion cities receive in Vehicle License Fee revenues (including backfill)
- Both revenues sources are vulnerable to state appropriation in another economic recession

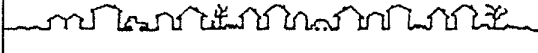
What's At Stake: City Sales Tax and VLF Revenues Far Exceed Grassroots Network Cost





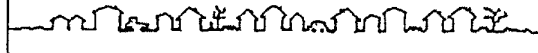
Membership Accountability

- Board sets clear long-term goals, annual objectives and reports regularly to membership
- Unbiased, professional evaluation 3 times during first 5 years
- Membership votes after 5 years to continue or abandon the program



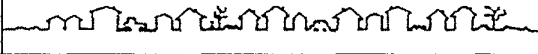
Next Steps

- Cities are requested to vote on new League bylaw to establish Grassroots Network
- Bylaw amendment includes dues increase to pay for program
 - Program established if supported by 2/3 of those voting



No More "Business As Usual"

- Cities must build on their strengths
- Strong grassroots is cities' answer to big money politics
- "Maintenance of status quo is not a rational option!" – (A contract lobbyist)



League of California Cities
Ballot on Grassroots Network

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City of Lodi

Does your city vote to approve the addition of article XVI to the League's bylaws relating to the establishment of a League Grassroots Network (attached as Attachment A and incorporated by reference in this ballot), along with the dues schedule (attached as Attachment B and also incorporated by reference in this ballot)?

☒ Yes

☐ No

Ballot returned by:

Susan J. Blackston

Susan J. Blackston

City Official Name

City Clerk

City Official Title

Ballots must be returned by First Class Mail and postmarked no later than **July 6, 2001**.

Return ballots to:

League of California Cities
1400 K Street, 4th Floor
Sacramento, CA 95814
Attention: Counting Committee

Attachment A: Proposed Addition to League Bylaws

Article XVI: Establishment and Financing of Grassroots Network

Section 1: Enhancement of Advocacy Efforts.

To enhance the League's advocacy efforts on behalf of cities, the League hereby establishes a Grassroots Network. The Grassroots Network consists of a series of field offices throughout California, responsible for coordinating city advocacy efforts and promoting statewide League policy priorities.

Section 2: Dues Increase

(a) Initial Financing. The dues increase approved concurrently with the addition of Article XVI shall finance the League's Grassroots Network for the second half of 2001 and for 2002. The increase shall be used exclusively to finance the Grassroots Network.

(b) Continued Financing. Any subsequent dues increases shall occur in accordance with Article IV.¹

Section 3: Accountability

(a) Annual Goal-Setting and Performance Assessment. The League Board shall set long-term goals and annual objectives for the League's Grassroots Network. The League Board shall periodically report to the League's Member Cities on the Grassroots Network's performance in meeting those goals and objectives.

(b) Board Discontinuance. If at any time the League Board finds the Grassroots Network is not meeting its objectives on behalf of cities, the League Board may discontinue the Grassroots Network.

(c) Membership Vote on Program Continuation. On or before December 31, 2007, the Board shall ask Member Cities to vote on whether to continue the Grassroots Network beyond December 31, 2008.²

¹ *Explanatory Note:* "Article IV" is the existing section of the League's bylaws, which provide for 1) a two-thirds vote of approval by the League board for all dues increases as well as 2) division ratification of dues increases in excess of the Consumer Price Index. Article IV also caps individual city dues increases at \$5,000 per year.

² The League's bylaws provide that a majority of votes cast is necessary for decision on League votes. See Article XII, § 4.

Attachment B:
Proposed Dues to Establish the Grassroots Network

				(A)	(B)	(C)	(D)	(E)
				Base Dues Paid in 2001	Additional Dues for Grassroots Last half of 2001	Base Dues for 2002 (Est.) [A + 4%]	Annual Dues for Grassroots Network 2002 (Est.) [B x 2 + 4%]	Total Dues Including Grassroots Network 2002 (Est.) [C + D]
For cities having a population of:								
1	to	500	...	\$37	\$10	\$39	\$20	\$59
501	to	600	...	99	26	103	54	157
601	to	700	...	197	52	205	108	312
701	to	800	...	216	57	225	118	342
801	to	900	...	259	68	269	141	410
901	to	1,000	...	317	83	330	173	503
1,001	to	1,250	...	494	130	514	270	784
1,251	to	1,500	...	611	160	635	334	969
1,501	to	1,750	...	727	191	756	397	1,152
1,751	to	2,000	...	865	227	900	473	1,373
2,001	to	2,250	...	921	242	958	503	1,461
2,251	to	2,550	...	1,020	268	1,061	557	1,618
2,501	to	2,750	...	1,078	283	1,122	589	1,710
2,751	to	3,000	...	1,176	309	1,223	642	1,865
3,001	to	4,000	...	1,316	346	1,369	719	2,088
4,001	to	5,000	...	1,570	412	1,633	857	2,490
5,001	to	7,500	...	2,044	536	2,125	1,116	3,241
7,501	to	10,000	...	2,359	619	2,453	1,288	3,741
10,001	to	15,000	...	2,848	747	2,961	1,555	4,516
15,001	to	20,000	...	3,279	861	3,411	1,791	5,201
20,001	to	25,000	...	4,105	1,078	4,269	2,241	6,511
25,001	to	30,000	...	4,930	1,294	5,127	2,692	7,818
30,001	to	40,000	...	6,068	1,593	6,311	3,313	9,624
40,001	to	50,000	...	7,382	1,938	7,677	4,031	11,708
50,001	to	60,000	...	8,504	2,232	8,844	4,643	13,487
60,001	to	70,000	...	9,346	2,453	9,720	5,103	14,823
70,001	to	80,000	...	9,817	2,577	10,210	5,360	15,570
80,001	to	90,000	...	10,464	2,747	10,883	5,714	16,597
90,001	to	100,000	...	11,464	3,009	11,923	6,260	18,182
100,001	to	125,000	...	13,075	3,432	13,598	7,139	20,737
125,001	to	150,000	...	14,392	3,778	14,968	7,858	22,826
150,001	to	200,000	...	16,357	4,294	17,011	8,931	25,942
200,001	to	500,000		17,176	4,509	17,863	9,378	27,241
			Plus	819	215	852	447	1,299
<i>per each full 10,000 of population over 200,001</i>								
500,001	to	640,000		41,693	10,944	43,361	22,764	66,125
			Plus	757	199	787	413	1,201
<i>per each full 10,000 of population over 500,001</i>								
Over		640,000		51,950	13,637	54,028	28,365	82,393

For purposes of establishing the grassroots network, the \$5,000 dues cap in League bylaws article IV, section 2, is suspended for the years 2001 and 2002. The dues cap will apply to base dues without interruption and will apply to total dues in year 2003 and years following.

The League board will consider in September whether a cost-of-living adjustment for dues will be needed in 2002. This table shows 2002 dues with a cost-of-living adjustment of 4%.

RESOLUTION NO. 2001-165

A RESOLUTION OF THE LODI CITY COUNCIL
SUPPORTING AMENDMENT TO THE LEAGUE OF CALIFORNIA
CITIES BYLAWS TO INCREASE DUES TO IMPLEMENT
THE LEAGUE GRASSROOTS NETWORK

=====

WHEREAS, a task force of the League of California Cities is recommending support of an initiative titled: "Grassroots Network"; and

WHEREAS, the task force recommended 14 additional employees to staff 10 field offices to support the advancement of legislation that benefits all cities; and

WHEREAS, in 1991-1992 the State began taking local property taxes to fund schools, costing cities over \$1.6 billion; and

WHEREAS, statewide property tax revenues have dropped from 15% to 7% of all cities' revenues; and

WHEREAS, the State legislature continues to pass bills that impose unfunded mandates and preempts local authority, limiting the ability of cities to respond to the challenges and opportunities in their communities; and

WHEREAS, the legislative position of cities is increasingly underrepresented in relation to the lobbying and fundraising efforts of opposing groups.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Lodi does hereby support an amendment to the League of California Cities Bylaws and does hereby support an increase in dues to implement the League's "Grassroots Network."

Dated: June 20, 2001

=====

I hereby certify that Resolution No. 2001-165 was passed and adopted by the City Council of the City of Lodi in a regular meeting held June 20, 2001, by the following vote:

AYES: COUNCIL MEMBERS – Hitchcock, Land and Pennino

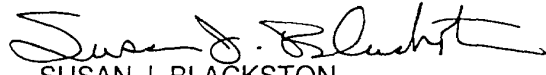
NOES: COUNCIL MEMBERS – Howard and Mayor Nakanishi

ABSENT: COUNCIL MEMBERS – None

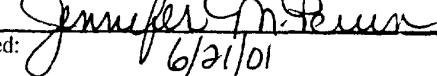
ABSTAIN: COUNCIL MEMBERS – None

The foregoing document is certified to be a correct copy of the original on file in the City Clerk's Office.

Jennifer M. Perrin
Deputy City Clerk, City of Lodi


SUSAN J. BLACKSTON
City Clerk

2001-165

By: 
Dated: 6/21/01